

Windward Advisors, LLC

A Sell-Side, Buy-Side, Capital Raise and Corporate Growth Advisory Firm



Windward Advisors (“Windward”) is an advisory firm that provides formal sell-side, buy-side, capital raise and corporate growth and exit advisory services to privately-owned and public companies. At Windward our mission is to provide unparalleled service in advising businesses, and their owners, in planning for and executing growth and exit strategies in order to maximize the values of their companies.

Windward’s partners have over 50 years of extensive experience in having acquired, built, managed, operated, financed and sold businesses in diverse industries. They are qualified to advise owners in identifying needs, securing the resources, and establishing and executing action plans to achieve the desired objectives. They work closely with business owners and their other trusted advisors in a collaborative effort to plan, coordinate and execute growth and exit strategies and transactions.

Services

Seller Representation: Conducting and managing formal sales processes, including advising business owners on alternatives and options, and assisting them in developing strategies and implementing initiatives to help better prepare their companies for sale in order to maximize value.

Buyer Representation: Advising business owners on “buy and build” strategies; including identifying and contacting potential acquisition candidates, and providing assistance with analyzing candidates, negotiating, structuring, financing and closing acquisitions.

Capital Raising: Raising senior debt, subordinated debt and equity capital to support business growth and acquisitions. This includes determining proper capital structure, identifying and contacting potential sources, analyzing proposals and assisting in negotiating terms and documents.

Corporate Growth and Exit Advisory: Advising owners in projects including the development of strategic growth and exit plans, enhancing operating efficiencies, properly structuring and capitalizing companies, identifying strengths, weaknesses, opportunities and threats (SWOT analysis), organizational structure & staffing, and working in collaboration with the businesses other trusted advisors to enhance performance and value.

Our Directors

Barry L. Johnson, Managing Director: bjohnson@ToWindward.com; (804) 784-7191 ext. 11

Barry was formerly a General Partner & Managing Director with Legg Mason Capital Partners (LMCP) that acquired and built businesses in diverse industries throughout the U.S. Prior to LMCP he served as a growth, merger and acquisition finance lender with NCNB, Barclay’s and Fleet Banks. Thirty years experience in mergers, acquisitions, finance and corporate development.

Steven D. Howell, Managing Director: showell@ToWindward.com; (804) 784-7191 ext. 12

Steve is a CPA and was a former growth and acquisition finance lender with Fleet Bank and GE Capital. He was a past Director of Capital One, who helped lead the initial public offering from Signet Bank and was instrumental in building the corporate infrastructure. Steve has over twenty-five years of experience in public accounting, finance, operations management, mergers, acquisitions, and financial management.

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